



THE TRUSTLAB PROJECT

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15 October 2016



TRUSTLAB: OVERVIEW



Trustlab: Goals

Joint project Sciences-Po Medialab and the OECD Statistics Directorate, financed by voluntary country contributions and ERC (*SOWELL* Project)

Goals:

1. Produce **new measures of trust** and social norms using a range of techniques
2. **Compare** trust and social norms across countries (and different people in those) and across techniques
3. Understand **individual drivers of trust**



Trustlab: Rationale

- Build on the significant body of research **from experimental economics** (e.g. Glaeser, Laibson, Scheinkman and Soutter, 2000; Fehr, 2006; Johnson and Mislin, 2006; Falk et al, 2015; Algan, 2016)
- These experimental approaches have potential to provide insight into how people actually behave, but to date face limitations:
 - Largely based on **very small sample** sizes (<500)
 - Samples generally **not nationally representative**
 - **Not linked** to comparable survey data



Trustlab: Overview (1)

- An experimental programme funded by **voluntary contributions** from participating countries
- Integrated **online** platform
- Representative national sample of **n=1000**
- Combines traditional survey questions with experimental games providing both behavioural and self-reported information
- Games are played with **real resources at stake** (mean value around 15 Euro)



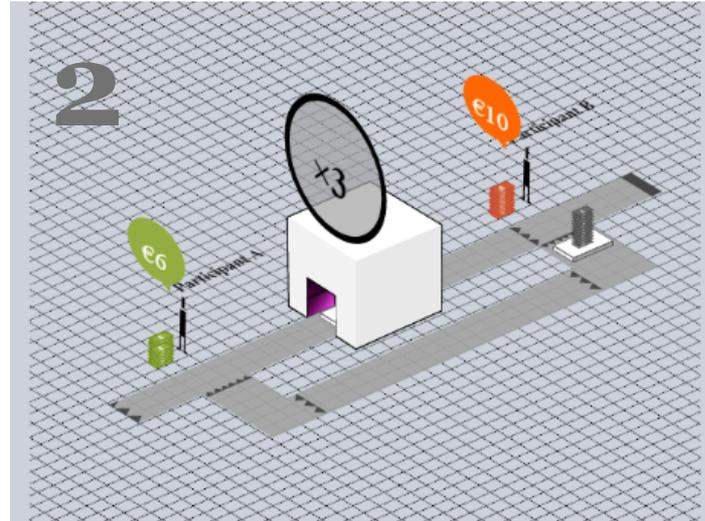
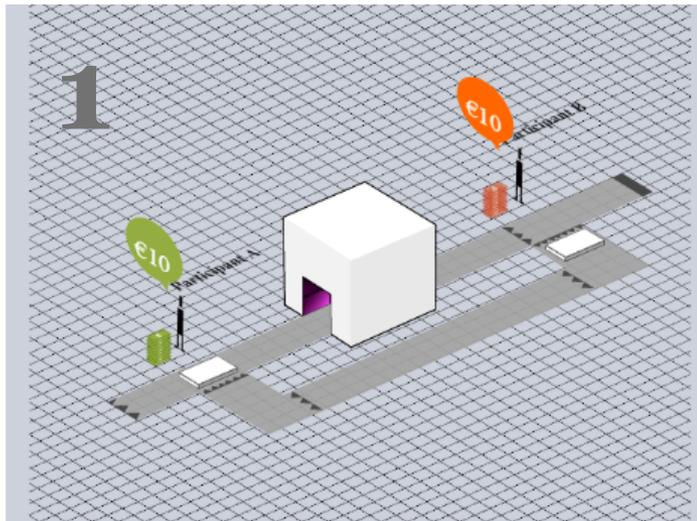
Trustlab: Overview (2)

<u>Module</u>	<u>Focus</u>	
1	Behavioural Games Trust + Public Good + Dictator Game	Generalised Trust
2	Implicit Association Tests	Trust in Institutions
3	Survey and Demographic Module	Generalised Trust
		Trust in Institutions
		Drivers of Trust
		Experimental
		Quasi-experimental
		Traditional self-reported survey questions



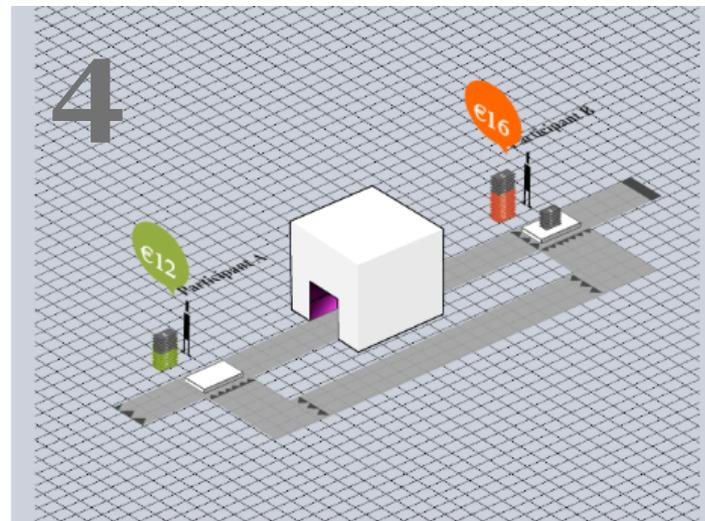
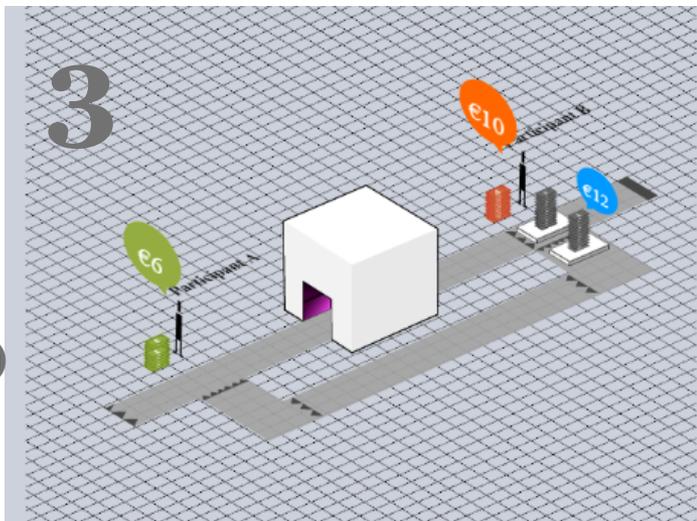
Trust game

Both players start with €10



Player A's transfer (**trust**) to player B is multiplied by 3

Player B transfers back some money (**trust-worthiness**)

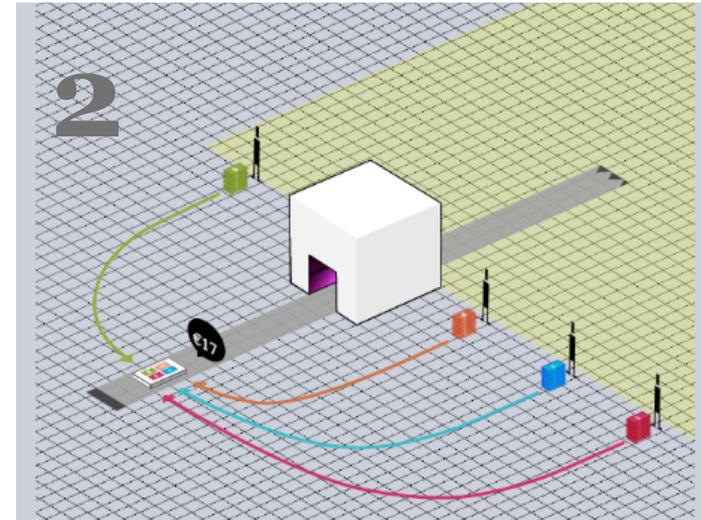
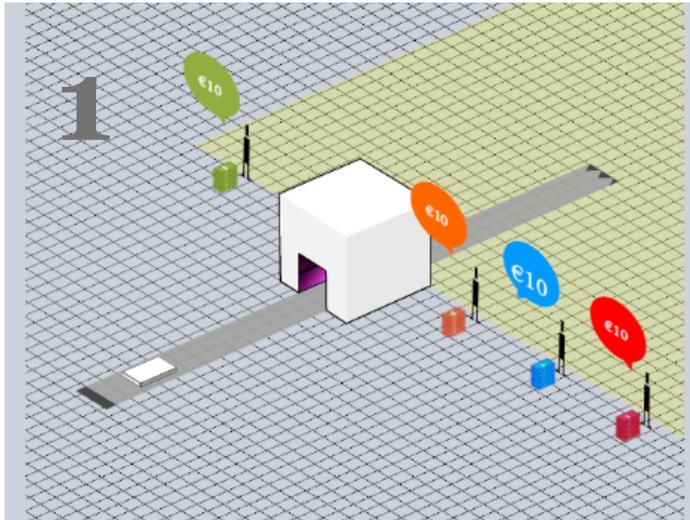


Player A payoff depends on decision Player B



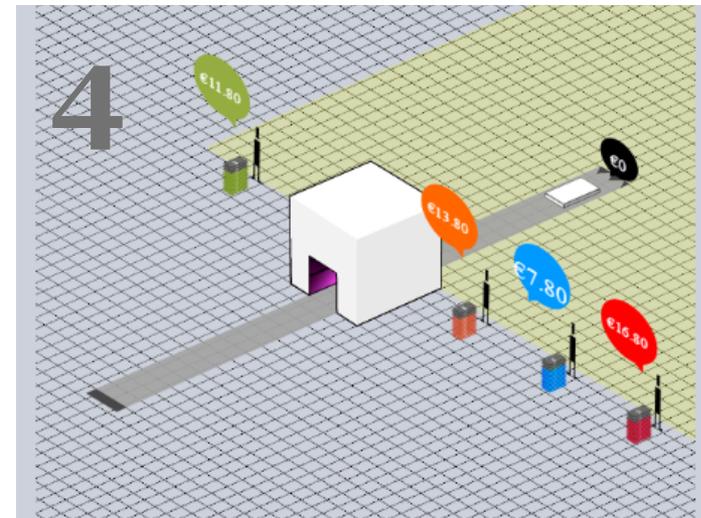
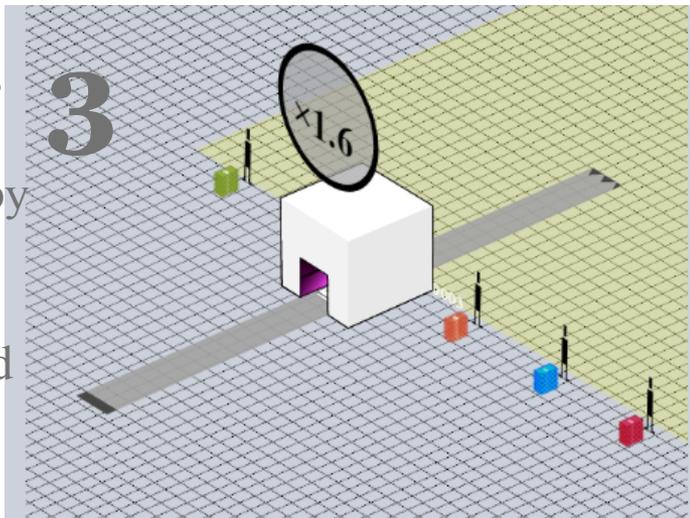
Public Goods Game

All players start with equal endowment



Players make decision to invest in a joint project

Investments are multiplied by 1.6 and equally redistributed



Player A payoff depends on own investment and that of others



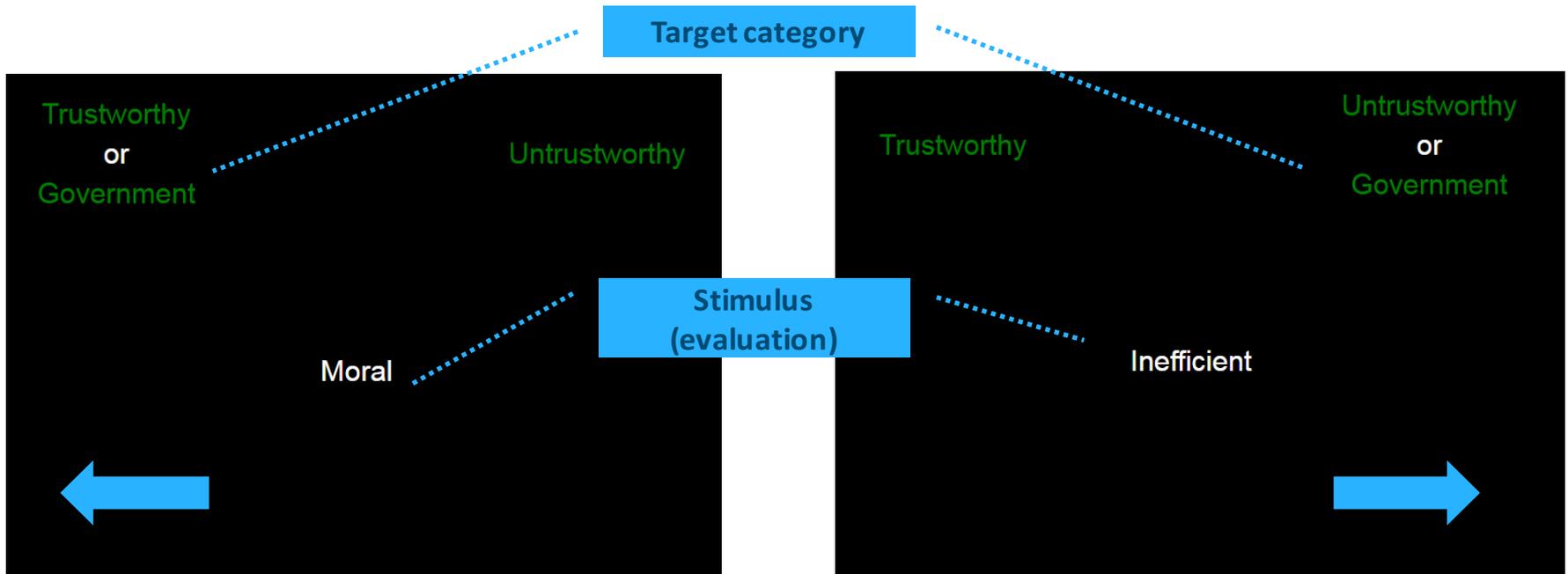
Trustlab Content:

Implicit Association Test (IAT)

- IAT is a well-established method to investigate attitudes towards race, gay, sexuality, gender (e.g. Greenwald et al. 2008)
- Measures the **strength of association between “categories” and their “evaluations”**
- In Trustlab selected public **institutions** (government, media, judicial system) are chosen as categories to be evaluated on their **trustworthiness**
- The key idea is that the association between category and evaluation depends on the participants' **response time** to allocate words to different categories



Implicit Association Test (IAT)



Respondents are asked to sort stimuli, appearing in the middle of the screen, as fast as they can to either the right or left side of the screen: **what is the fastest sorting?**

This procedure is repeated across up to seven IAT blocks



Trustlab Content: Implicit Association Test (IAT)

IAT Modules

IAT	Category	Attribute
1	Government	Trustworthy//Untrustworthy
2	Judicial system	Trustworthy//Untrustworthy
3	Media	Trustworthy//Untrustworthy
4	Government	Competent//Incompetent
5	Government	Honest//Dishonest

} Trust across types of institutions

} Dimensions driving trust

Each respondent will take either the first three or the second two IATs in the 15 minutes allocated to this section



Trustlab Content: Survey and Demographic Module

Mod	Theme	Example questions
1	Trust and trusting behaviour	<ul style="list-style-type: none">• Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people?• If you lost a wallet or a purse that contained items of great value to you, and it was found by a stranger, do you think it would be returned with its contents, or not?
2	Trust in institutions	<ul style="list-style-type: none">• How much confidence do you have in (<i>list of institutions</i>) to act in the best interest of society?• Do you agree with the following statements:<ul style="list-style-type: none">- Public institutions deliver public services in the best possible way.- Public institutions pursue long term objectives- People working in public institutions behave according to ethical standards aimed at avoiding corruption- Public institutions are transparent- Public institutions treat all citizens fairly regardless of their gender, race, age or economic condition
3	Demographics	Questions on age, sex, nationality, HH income, educational attainment



Trustlab: Timeframes

- 2015
 - Survey development
- 2016
 - **June:** IT platform finalised and tested on M-Turk (presented hereafter)
 - **October:** First wave (generalised trust + institutional trust) implemented in Korea, France
 - Winter: 2 additional countries
 - Results of first wave published
- 2017/2018
 - Second wave of countries



RESULTS FROM PILOTS



I - BILATERAL COOPERATION

Trustlab measures

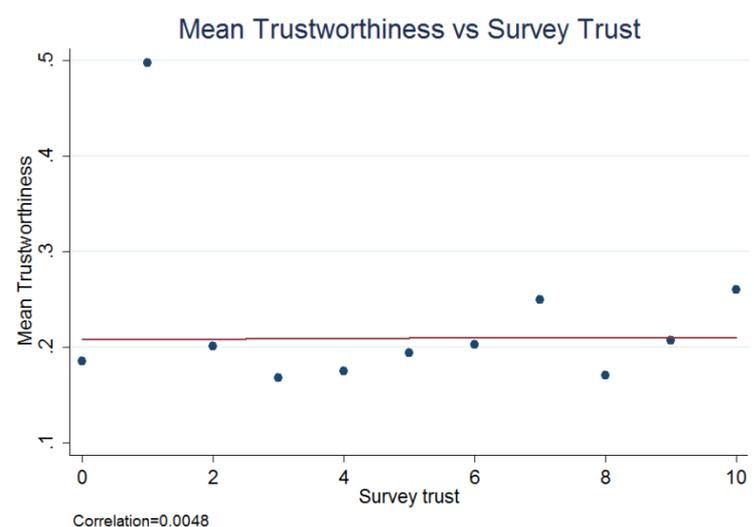
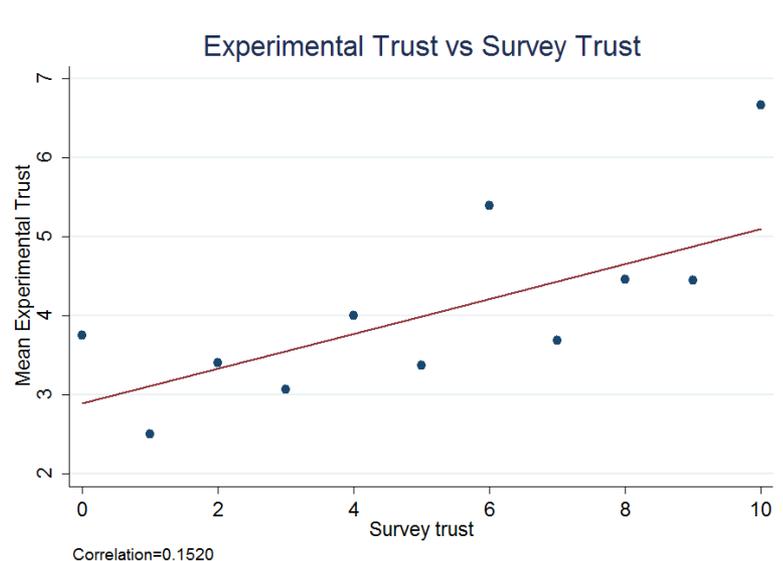
- **Trust in others:** payment of player A in Trust game
- **Trustworthiness:** payment of player B divided by amount available, averaged across all payments from player A in conditional Trust game
- **Altruism:** payment from player A in Dictator game
- **Cooperation:** payment from player A in Public Good Game
- **Reciprocity:** slope of the payment function of player A depending on others' contribution in conditional Public Good Game

Survey-based vs. experimental measures of trust in others : M-Turk

- Very small sample (~220 obs./150 full survey) from M-Turk used for demonstration: only for illustration!

No correlation between self-reported trust and behavioral-based measures of trust and trustworthiness

(coherent with Johnson-Mislin, 2012 and Sapienza et al. 2012)





Why do experimental measures matter ? (1)

True contribution

- On micro data , experimental measures of trust do predict observed individual contribution in the field, while self-declared trust do not
- Exemple on Wikipedia (Algan et al. 2015)

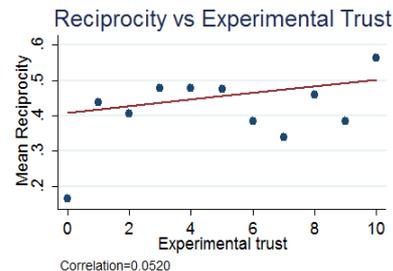
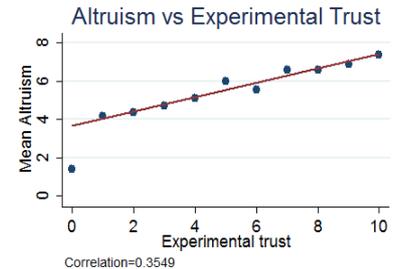
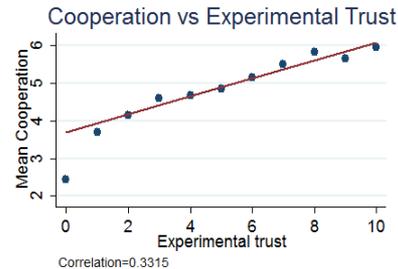
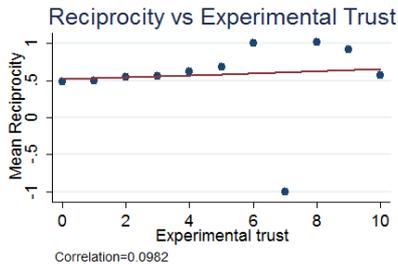
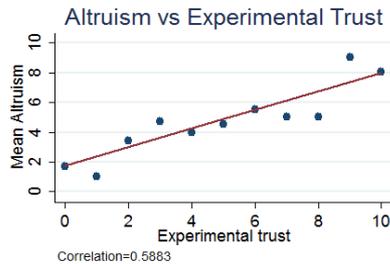
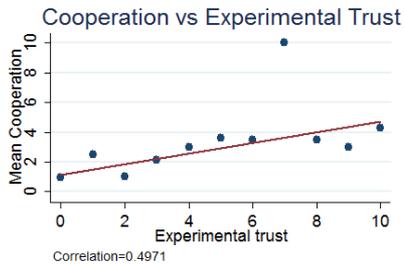
	(1)	(2)	(3)	(4)
Dependent variable: number of Wikipedia contributions	Whole Sample	Whole Sample	Below Median	Below Median
Trustworthiness	0.443* (0.242)	0.455* (0.249)	1.136*** (0.392)	1.201*** (0.412)
Survey Trust		0.0733 (0.0728)		0.186 (0.113)
Control variables	Yes	Yes	Yes	Yes
Observations	344	334	166	160
Pseudo R ²	0.00516	0.00546	0.0142	0.0166



Why do experimental measures matter?(2)

Rich description of different social behaviors

- Large set of different social motives can be distinguished, and are not perfectly correlated: ex. difference between :
Altruistic motive (Andreoni, 1989) and Reciprocity motive (Rabin, 1993)
- Example from M-Turk and Wikipedia Samples:



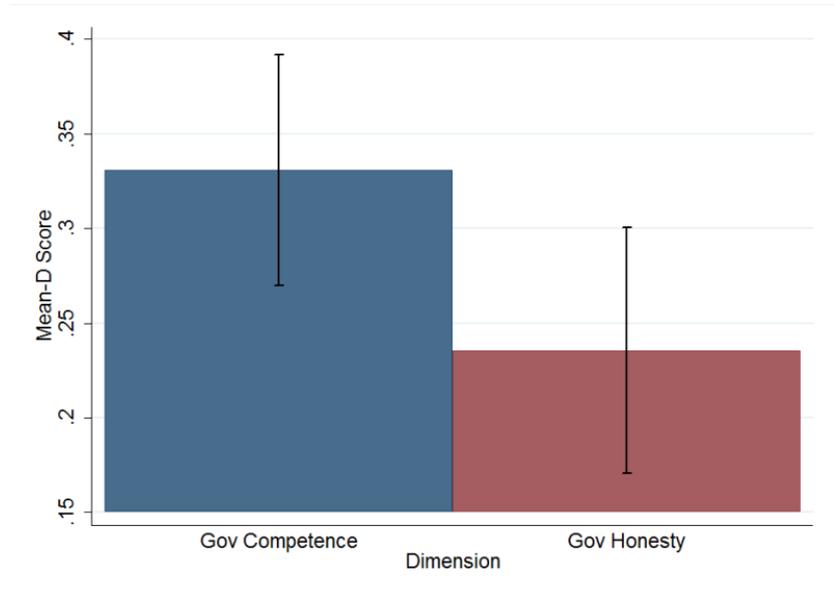
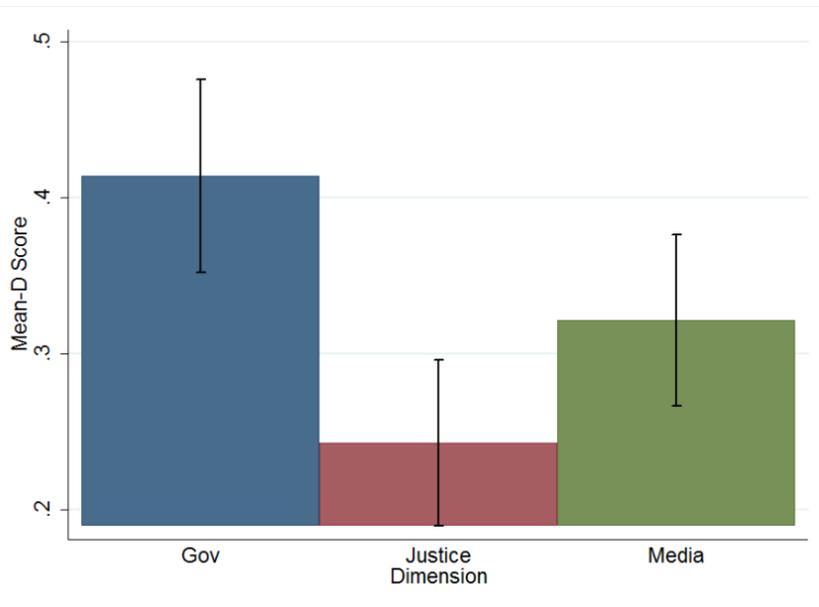


II - TRUST IN INSTITUTIONS

IAT MEASURES from M-Turk

- Compute D-score of a dimension:

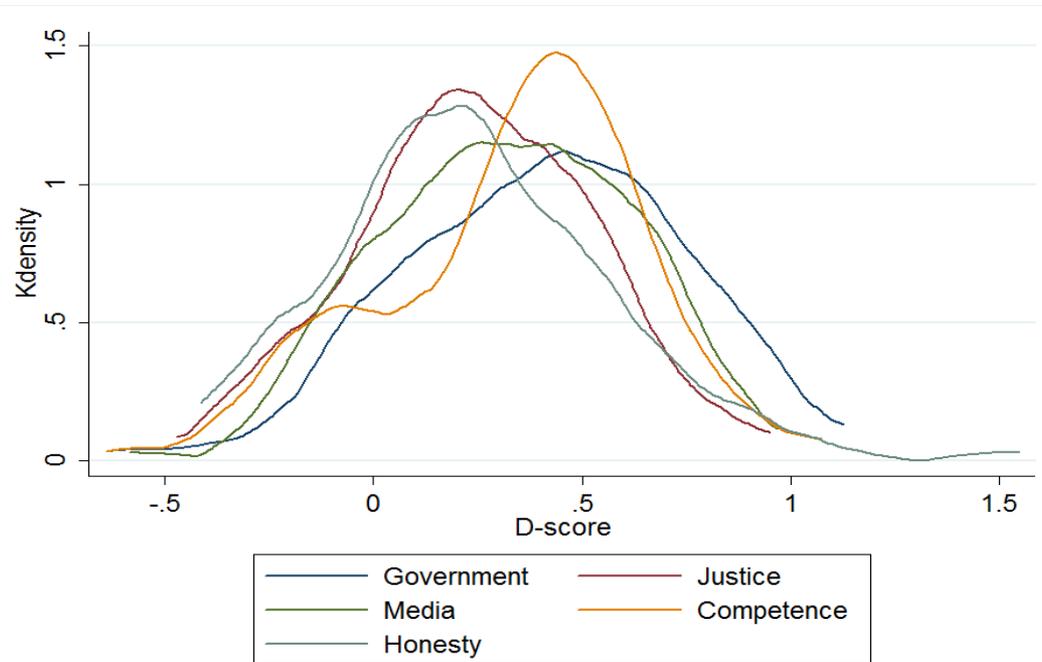
$$\frac{\text{Mean}(\text{Latency})^{D^-} - \text{Mean}(\text{Latency})^{D^+}}{\text{SD}(\text{Latency})^D}$$





IAT MEASURES from M-Turk

- Distribution of D-scores :



Dimension	Government	Justice	Media	Gov Competence	Gov Honesty
Positive D-score	102	93	94	85	82
Negative D-score	12	21	20	21	24
Total	114	114	114	106	106



Conclusion

- Trustlab is an innovative platform aiming at eliciting trust and other social norms through experiments over large samples and across several countries
- Three key questions will be addressed:
 - The comparison between survey-based and experimental measures
 - The links between various social norms (and in the future the link with policy settings)
 - The individual determinants of trust, social norms and trust in institutions
- The platform is now ready and data collection has started in FRA and KOR
- **We look for PARTNERSHIPS with Academia and Donors to extend Trustlab to other countries (ITA) and other issues (e.g. trust in ethnic minorities or migrants, relationship between inequality and trust)**